



Global | Collaborative | Digital | Ethical

PDSL/SE/2023-24/263

July 4, 2023

Listing Department National Stock Exchange of India Limited Exchange Plaza, C-1 Block G, Bandra Kurla Complex, Bandra (E), Mumbai -400 051 Scrip Symbol: PDSL	Corporate Relationship Department BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai- 400001 Scrip Code: 538730
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Re: ISIN - INE111Q01021

Sub: Newspaper advertisement titled 'Information regarding 12th Annual General Meeting of the Company to be held through Video Conferencing/ Other Audio-Visual Means, Record Date and Final Dividend Information'

Dear Sir/Madam,

In terms of Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations 2015 and the Companies Act, 2013 read with Rules made thereunder, please find enclosed herewith the copies of newspaper advertisement titled '*Information regarding 12th Annual General Meeting of the Company to be held through Video Conferencing/ Other Audio-Visual Means, Record Date and Final Dividend information*'.

The advertisement was published in the following newspapers on July 4, 2023 -

- i. Business Standard (All India Edition); and
- ii. Mumbai Lakshadweep (Mumbai Edition)

We request you to kindly take the above information on record for the purpose of dissemination to the shareholders.

Thanking you,

Yours faithfully,
for PDS Limited

(Erstwhile PDS Multinational Fashions Limited)

ABHISHEKH KANOI
Digitally signed by
ABHISHEKH KANOI
Date: 2023.07.04
11:28:06 +05'30'

Abhishekh Kanoi
Head of Legal & Company Secretary
ICSI Membership No.: F-9530

Encl.: As above

PDS Limited

(Erstwhile PDS Multinational Fashions Limited)

Registered & Corporate Office: Unit No. 971, Solitaire Corporate Park, Andheri Ghatkopar Link Road,
Andheri East, Mumbai 400093, Maharashtra, India. ☎ +91 2241441100

CIN: L18101MH2011PLC388088 🌐 www.pdsLtd.com 📧 info@pdsLtd.com

Pharma majors take a 4IR booster

Manufacturers are leveraging new-age technologies and advanced analytics to improve productivity, reduce deviations in production

SOHINI DAS
Mumbai, 3 July

Over the next decade, new technologies such as robotics, automation and advanced analytics, will shape how medicines are produced at large factories in India.

India's pharma majors are increasingly warming up to the "smart quality" approach: they are trying to use the new-age technologies that characterise Industry 4.0 (also known as the Fourth Industrial Revolution, or 4IR) to disrupt the way pills are made.

Why is this shift happening?

The key lies in increasing productivity and reducing human error. According to a McKinsey report, average performing labs could achieve an even larger productivity improvement of 150-200 per cent of their current rates by using 4IR tech. In some cases, digitisation and automation have already resulted in more than 65 per cent reduction in overall deviations and 90 per cent faster closure times, the McKinsey report said.

At a recent conference, Satish Reddy, chairman of the 39-year-old Dr Reddy's Laboratories in Hyderabad, said improving productivity was the main reason his firm focused on 4IR and decided to transform one of its oldest sites with digitisation and automation.

As a result of this exercise, the World Economic Forum



LAB REPORTS

■ 4IR tech typically boosts productivity by 50-100%

■ Average-performing labs could achieve productivity improvement of 150% to 200%

■ In some cases, digitisation and automation have resulted in more than 65% reduction in overall deviations

Source: McKinsey Report (Digitisation, automation, and online testing: Embracing smart quality control)

(WEF) last year accredited DRL's 25-year-old site in Hyderabad that was facing business challenges from severe price erosion and rapidly evolving quality expectations as a Digital Lighthouse. The site deployed more than 40 4IR use cases and resulted in a 43 per cent reduction in manufacturing cost per 1,000 pills while enhancing quality and a 56 per cent increase in factory output.

The Global Lighthouse Network is a community of over 100 manufacturers that are showing leadership in

applying 4IR technologies such as artificial intelligence, 3D-printing, and Big Data analytics. Basically, these sites are considered "lighthouses" because they act as beacons to other manufacturing sites to adapt and evolve.

Of the 132 Digital Lighthouses accredited by the WEF across the world, 19 are life sciences companies including the likes of Teva, Johnson & Johnson, Sanofi, GSK and so on. In India, there are two life sciences companies to have received these — Cipla and Dr

Reddy's Laboratories.

Is this just another standard certification? How does digitisation or the use of artificial intelligence (AI) and machine learning (ML) help on the ground?

A pharma industry veteran explained: "Quality is a key concern for all major drug makers who supply to regulated markets, since a warning letter or an import alert could result in substantial revenue loss. So, companies have been focusing on improving quality assurance — but now the industry has realised that quality is a continuous process, and not a test at the end-of-the-batch production."

He added that pharma plants use different ingredients that are reactive in nature. "For example, a bulk drug may be stored in a certain way in the site where it may react with moisture in the air, and as a result certain impurities can crop in. The industry has faced issues with nitrosamine impurities, which are considered carcinogens. At times these impurities enter the product during the process of manufacturing, which uses water or there is interaction with air or the environment," he said.

If the process of manufacturing is monitored continuously, and data from the machines are fed in real time to a central server where AI and ML can help in on-the-go decision-making, then it is possible to stop a certain batch if they find an error. There is no need to wait for the batch to finish and then go for a quality test. This saves time and cost. As Reddy pointed out, digitisation is important for quality; it reduces human error.

Samina Hamied, executive vice-chairperson of Cipla pointed out at a recent industry conference that Covid-19 forced them to engage with stakeholders digitally, and Cipla's work on automation has mostly taken place during the Covid years. "The idea is to

have touch-less manufacturing, remove human error and also use AI in research and development," Hamied said.

Cipla had deployed digital automation analytics (DAA) across a network of 22 Indian sites in parallel. Its Indore oral solid dosage facility led this journey with over 30 4IR use cases, and was accredited as a Digital Lighthouse by the WEF. The deployment of DAA resulted in reduced manufacturing cost, greater agility and speed — a 23 per cent rise in productivity, a 26 per cent reduction in total cost of products manufactured at the facility and 40 per cent reduction in energy consumption.

Vikas Bhadoria, senior partner, McKinsey & Company, told *Business Standard* that, "A few of the leading companies have already started implementing advanced analytics use cases or making new advances, like going paperless by simplifying paper records to minimise the number of entries and then digitising lab testing records. Some use cases have demonstrated a more than 65 per cent reduction in deviations and over 90 per cent faster closure times."

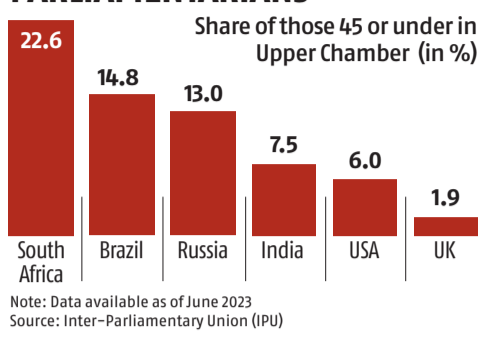
The industry agrees that automation leads to reduction in deviation by at least 30-50 per cent.

As such, the focus on quality assurance has resulted in having more stable core operations. In fact, an analysis of the US drug regulator's observations following inspections of Indian sites shows that there has been a reduction in observations around data reliability, good documentation practices. A McKinsey analysis showed that from 20 per cent observations on lab control, core manufacturing processes in 2018, the proportion fell to 12 per cent in 2022.

For an industry that is acutely dependent on the US and UK markets — the two countries are India's top two pharma export destinations — this is a healthy sign.

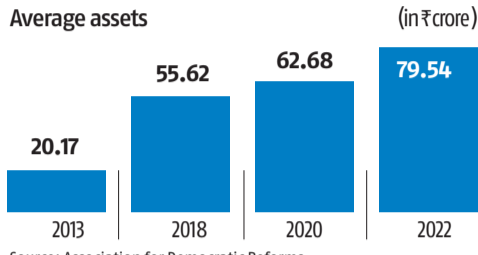
Rajya Sabha older than Upper Houses in peer economies

1. MANY PEERS WITH YOUNGER PARLIAMENTARIANS



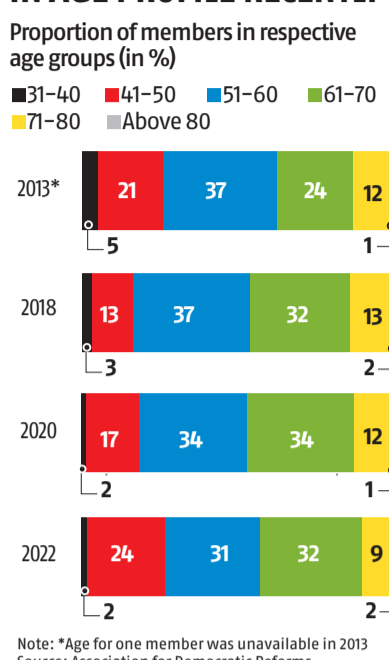
Note: Data available as of June 2023
Source: Inter-Parliamentary Union (IPU)

3. STEADY RISE IN RICHES



Source: Association for Democratic Reforms

2. LIMITED IMPROVEMENT IN AGE PROFILE RECENTLY



Note: *Age for one member was unavailable in 2013
Source: Association for Democratic Reforms

SAMREEN WANI
New Delhi, 3 July

The Rajya Sabha, 10 seats of which are due for elections on July 24, may be keenly watched for the age profile of new entrants.

India's Upper House of the Parliament has a smaller share of young people than in many peer economies. Globally, about 13 per cent of the occupants of the Upper House were below 45 years. The share of the young in India's Upper House stood at 7.5 per cent. Peers like Brazil, Russia, and South Africa had a higher representation of younger people (see chart 1).

Despite an ageing population, about 10 per cent in the Japanese Upper House was under 45 years of age, ahead of India. Around a third of Japan's population is over 65 years, compared to 7 per cent in India.

Changes to the age profile of India's House of Elders has been slow, though some progress is seen since 2018. About 57 per cent of the sitting members of the Rajya Sabha in 2022 were 60 years of age or below, higher than in 2018

and 2020. Yet, the age profile in 2013 was far younger (see chart 2).

Meanwhile, the concentration of riches in the Rajya Sabha has been going up. The median Rajya Sabha Member of Parliament (MP) had assets above ₹5 crore in 2022, compared to under ₹2 crore in 2013. The richest members have gotten significantly richer, causing the average assets of Rajya Sabha members to nearly quadruple from around ₹20 crore in 2013 to nearly ₹80 crore in 2022. Average assets are up 43 per cent from 2018 (see chart 3).

Apart from reflecting a larger trend in Indian politics, richer parliamentarians are the outcome of conscious decision-making, according to Major General (retired) Anil Verma, head of the Association for Democratic Reforms. "In a span of four years from 2018 to 2022, this increase in the average assets of Rajya Sabha MPs is not normal. This establishes the fact that political parties are giving tickets to richer candidates."

The gender profile of the House has, however, improved. The share of women in the has risen from 8.8 per cent in 2013 to 13.7 per cent.

PDS Limited (Erstwhile PDS Multinational Fashions Limited) information regarding 12th Annual General Meeting. Includes details about the meeting date, location, and procedures for shareholders.

Godrej Industries Limited notice regarding the 35th (Thirty Fifth) Annual General Meeting. Includes information about the meeting date, location, and procedures for shareholders.

RS Software (India) Limited notice regarding the 35th Annual General Meeting, E-Voting and Annual Book Closure. Includes details about the meeting date, location, and procedures for shareholders.

